



## **Bouygues Telecom acquires Euro-Information Telecom and signs a long-term distribution agreement with Crédit Mutuel<sup>1</sup>**

**Paris, 4 January 2021 - Following the Competition authority's approval on 22 December 2020, Bouygues Telecom and Crédit Mutuel<sup>1</sup> are delighted to have concluded a long-term partnership agreement on 31 December 2020 comprising the following:**

- the acquisition by Bouygues Telecom of 100% of Euro-Information Telecom, which operates the following commercial brands - Crédit Mutuel Mobile, CIC Mobile, NRJ Mobile, Auchan Télécom and CDiscount Mobile;
- the signing of a long-term distribution agreement by which Crédit Mutuel will be able to sell Bouygues Telecom's mobile and fixed products and services through over 4,200 Crédit Mutuel and CIC bank branches.

This agreement reinforces Bouygues Telecom's growth strategy by boosting its customer base, bolstering its nationwide presence and benefiting from the expertise of Euro-Information Telecom, the fifth-ranked operator and leading alternative operator in France with two million mobile customers. Furthermore, in the longer term, it also opens up major growth opportunities for Bouygues Telecom in fibre, B2B and wholesale mobile, where Euro-Information Telecom is a benchmark player.

For Crédit Mutuel, this long-term partnership will speed up its multiservice strategy by boosting its telecoms products and services on a rapidly-changing market. This distribution agreement will benefit B2C as well as B2B customers in the Crédit Mutuel and CIC networks who will have easy access to the best technological services.

Euro-Information Telecom becomes a subsidiary of the Bouygues Telecom group and Aurélie Stock-Pœuf is its Chair.

**Richard Viel, CEO of Bouygues Telecom said:** "I'm delighted with the signing of this partnership with Crédit Mutuel, a group whose culture and values we share. Thanks to this mutually-beneficial long-term agreement, Bouygues Telecom will be able to pursue its growth strategy drawing on the strong local coverage of Crédit Mutuel's distribution network, whilst benefiting the latter with its expertise and knowledge of the telecoms market."

Daniel Baal, CEO of Crédit Mutuel Alliance Fédérale, and Frantz Rublé, Chairman of Euro-Information, Crédit Mutuel group's fintech company said: "We're delighted to conclude this long-term strategic partnership agreement with Bouygues Telecom which is based on the following four shared values; technological excellence, a close relationship, quality relations with customers, and respect for employees. Thanks to this agreement, the Crédit Mutuel and CIC networks will continue their expansion in telecoms, providing the best in technology and customer relations."

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<sup>1</sup> **Crédit Mutuel Alliance Fédérale** (Centre Est Europe (Strasbourg), Sud-Est (Lyon), Ile-de-France (Paris), Savoie-Mont Blanc (Annecy), Midi-Atlantique (Toulouse), Loire-Atlantique et Centre-Ouest (Nantes), Centre (Orléans), Normandie (Caen), Dauphiné-Vivarais (Valence), Méditerranéen (Marseille), Anjou (Angers), Massif Central (Clermont-Ferrand) and Antilles-Guyane (Fort de France)), **Crédit Mutuel Nord Europe** (Lille) **Crédit Mutuel Maine-Anjou, Basse Normandie** (Laval) and **Crédit Mutuel Océan** (La Roche-sur-Yon) federations.

#### About Bouygues Telecom

As a full-service electronic communications operator, Bouygues Telecom stands out by providing its 22.5 million customers access to the best technology has to offer on a daily basis. The very high quality of its 4G and 5G mobile networks and of its fixed and Cloud services provides customers with simple solutions, enabling them to fully enjoy their digital lives, regardless of their location.

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#### About Euro-Information, a Crédit Mutuel group company

Euro-Information is the fintech company of Crédit Mutuel. Euro-Information manages the IT systems of 16 federations<sup>1</sup> of the Crédit Mutuel group as well as those of CIC and of all the financial, insurance, property, consumer credit, private banking, financing, telephony and technological subsidiaries.

With a headcount of almost 3,700, Euro-Information offers cutting-edge technology to employees and banking customers alike, backed up by a high level of security and personal data protection. Euro-Information has in-house expertise in all technologies and carries out the developments necessary for the entities of the Crédit Mutuel group.

More information can be found on [e-i.com](http://e-i.com) and [creditmutuel.fr](http://creditmutuel.fr)



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